



# TENNESSEE MEDICAL ASSOCIATION

*Partner with  
Tennessee's Largest  
Physician Association*

**PLEASE CONTACT MORGAN RIPLEY FOR FURTHER QUESTIONS OR ABOUT  
PARTNERSHIPS WITH THE TMA**



**615-460-1678**



**[morgan.ripley@tnmed.org](mailto:morgan.ripley@tnmed.org)**

# WHO WE ARE



The Tennessee Medical Association is a nonprofit advocacy organization representing Tennessee physicians and the quality of healthcare for patients. We advocate for policies, laws and rules that promote healthcare safety and quality for all Tennesseans and improve the non-clinical aspects of practicing medicine.

# 10,000 + MEMBERS STRONG

MEMBERSHIP  
BREAKDOWN

4,873

ACTIVE PRACTICE PHYSICIANS

3,897

PRACTICING TN RESIDENTS  
& MEDICAL STUDENTS

1,280

PRACTICES IN TENNESSEE



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# OUR MEMBERS ACROSS THE STATE

## PHYSICIAN CONCENTRATION THROUGHOUT TENNESSEE

|                      |     |
|----------------------|-----|
| REGION 1 (MEMPHIS)   | 22% |
| REGION 2             | 4%  |
| REGION 3             | 5%  |
| REGION 4 (NASHVILLE) | 19% |
| REGION 5             | 5%  |
| REGION 6 (CHT AREA)  | 13% |
| REGION 7 (KNX AREA)  | 20% |
| REGION 8 (NE TN)     | 12% |

## MEMBER AGES

|          |     |
|----------|-----|
| UNDER 30 | 18% |
| 30-39    | 23% |
| 40-49    | 14% |
| 50-59    | 13% |
| 60-65    | 8%  |
| OVER 65  | 24% |

## GENDER

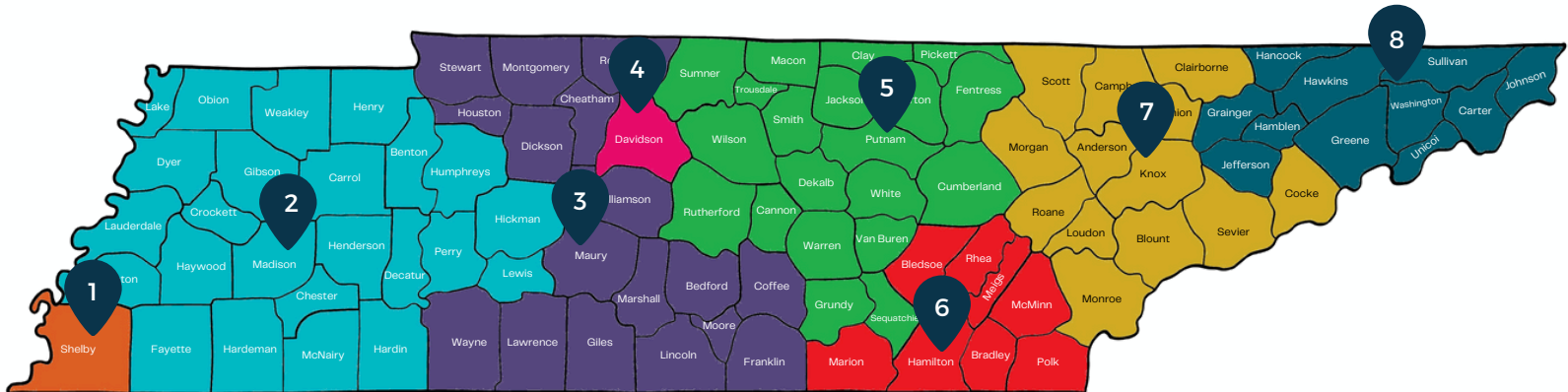
|        |     |
|--------|-----|
| FEMALE | 35% |
| MALE   | 65% |

## SPECIALTIES

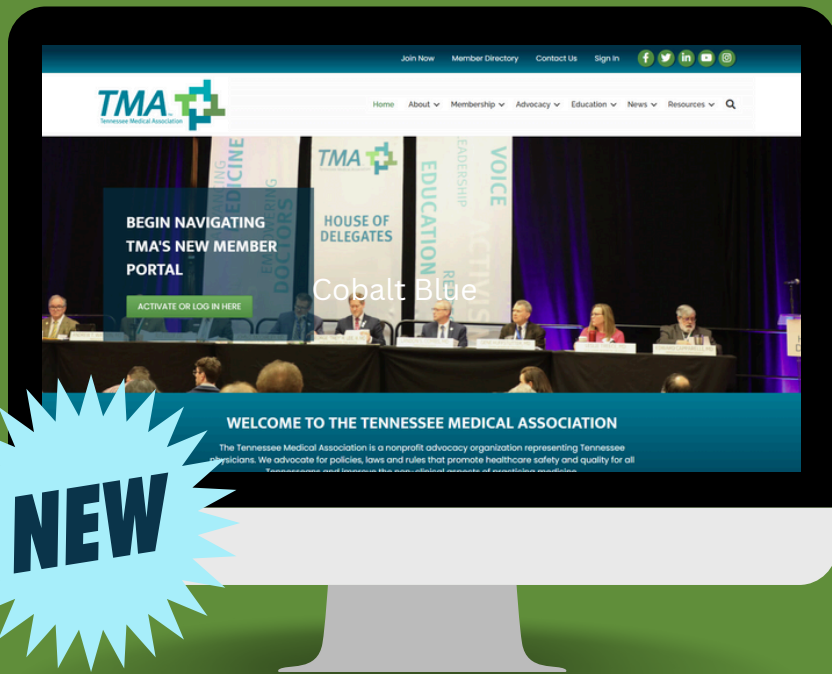
|              |     |
|--------------|-----|
| PRIMARY CARE | 32% |
| SPECIALISTS  | 68% |

### TMA REGIONS

- Region 1
- Region 3
- Region 5
- Region 7
- Region 2
- Region 4
- Region 6
- Region 8



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# TMA Website

Practice managers turn to the TMA website regularly as their trusted source for current health care information, best practices, and hot topics in medicine.

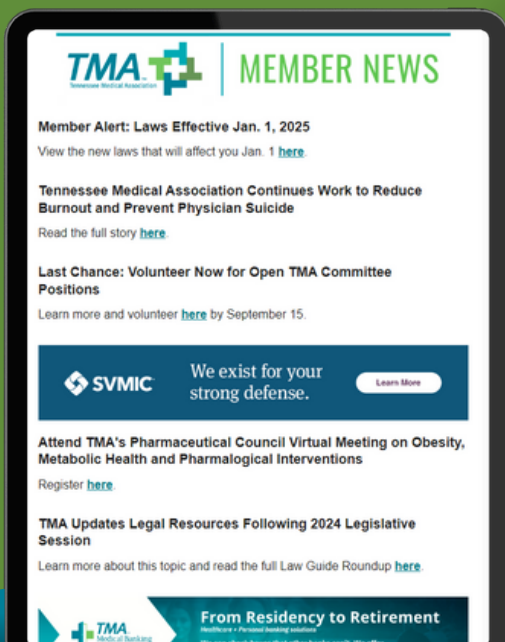
Our partners can take advantage of web ad placements on key tmed.org pages to reach these connected physicians and further enhance their brand's exposure

# Topline- Printed Newsletter

Topline is a quarterly printed newsletter comprised of relevant health care news and articles that highlight the latest TMA news and member accomplishments.



4,900+ SUBSCRIBERS



8,700+ SUBSCRIBERS

# Member News-Digital Newsletter

Member news is a bi-weekly e-newsletter delivering legislative, legal, insurance, public health, and association news affecting Tennessee physicians and patients.

# WAYS TO CONNECT



## ***Doctor's Day on the Hill***

Doctor's Day on the Hill is TMA's biggest advocacy event of the year that brings together physicians, residents, students, practice managers, healthcare administrators, and healthcare advocates to represent organized medicine's unified presence on Capitol Hill. Participants spend the day meeting with legislators from their respective districts, lobbying TMA's legislative package, attending committee meetings, and enjoying fellowship with their colleagues from around the state.



## ***Annual Meeting-House of Delegates***

The House of Delegates (HOD) is the Association's annual meeting and official policy-making body that meets once per year. This day-long event includes exhibitors, breakout sessions, receptions, and the installation of the new TMA president. Members of the House travel from all regions of the state to represent their component medical society and specialty society. Each member is responsible for guiding and directing the policy of the TMA for the best interests of the people and of the medical profession in Tennessee.



## ***Physician Leadership Training***

The Ingram Institute for Physician Leadership training is an initiative empowering physicians as leaders within the health care team, their profession and communities. The Leadership Lab program helps physicians develop the valuable skills essential to leaders in the emerging physician-led, team-based healthcare environment. The Immersion program serves as a special getaway for physicians to gain leadership training in teamwork, collaboration, conflict resolution and media and communications.



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# WAYS TO CONNECT



## *Webinars*

Throughout the year, TMA partners with various subject-matter experts to deliver updates to members on relevant industry issues, including topics related to practice management, legal and regulatory compliance, legislative and policy, pharmaceutical products, emerging healthcare trends and more.



## *Digital*

TMA provides several opportunities to raise awareness about your product or service directly to our members, including:

- Bi-weekly digital newsletter (Member News)
- Website
- Social Media
- Webinars
- Sponsor Video



## *Print*

In addition to its digital publication, TMA has opportunities to promote your business in our printed publications, including:

- Quarterly Newsletter (Topline)
- Membership Onboarding Packet
  - Orientation
  - Certificate Mailings
  - Direct personalized member mail campaigns



# PARTNERSHIP PACKAGES

The platinum package provides full exposure to all TMA members statewide. This package covers the most effective opportunities to reach physicians, residents and students who support the TMA mission and support organized medicine.

- Exhibit Table at Annual Meeting plus logo on all/any banners.
  - 4 Tickets for Annual Meeting
- Ad in all Topline (1/2 PAGE) (4) (Digital & Print)
- Ad in all E-news (Digital) (Banner Ad)
  - 4 Subscriptions to all e-news & topline (email/address)
- Website:
  - logo on homepage
  - logo with small paragraph under member benefits/products/services on member benefits page.
  - Splash Page
- Monthly social media postings (12)
- Logo/Blurb featured in videos created as sponsor for TMA.
- Featured on Annual Report at Annual Meeting
- Featured on “Day on the Hill” and “House of Delegates” Landing Pages

**PLATINUM**  
**\$24,000**

The gold package provides enhanced exposure to TMA members. The opportunities below will allow physicians, residents and students the opportunity to become aware of and engage with your offerings.

- Exhibit Table at Annual Meeting
  - 3 Tickets for Annual Meeting
- Website
  - Logo on homepage
  - Logo with small paragraph on member benefits/products/services on member benefits page.
- Bimonthly social media posts (6)
- Ad in 16 E-news (Digital) (Banner Ad)
- Ad in 3 Toplines (1/2 PAGE) (Digital & Print)
  - 3 Subscriptions to all e-news & topline (email/address)

**GOLD**  
**\$18,000**

The silver package is an effective resource for growing awareness of your offerings, brand and network.

- Quarterly Social media post (4)
- Logo with small paragraph on member benefits/products/services
- Ad in 2 Topline (1/2 PAGE) (Digital & Print)
- Ad in 10 E-news (Digital) (Banner Ad)
  - 2 Subscriptions to all e-news & topline (email/addresses)

**SILVER**  
**\$9,000**

**If interested, we do have many other individualized opportunities that TMA can provide for you! Please contact Morgan Ripley to discuss boutique options.**

*Event Sponsorships -- One on one meetings -- Advertising Sponsor -- E-mail campaigns -- Webinar Series -- Website features -- and more.*



## **FOR MORE INFORMATION CONTACT:**

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**Morgan Ripley**

*Associate Director of Marketing, Sales*

[morgan.ripley@tnmed.org](mailto:morgan.ripley@tnmed.org)

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